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Minimum iron for electrical purposes.
Non-scoring rod and valve packing.
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NORTH CHARLESTON, S. C.

..ASBESTOS..

A MONTHLY MARKET JOURNAL DEVOTED TO THE INTERESTS OF THE ASBESTOS AND MAGNESIA INDUSTRIES

A. S. ROSSITER, *EDITOR*

PUBLISHED BY SECRETARIAL SERVICE

16th FLOOR INQUIRER BUILDING

PHILADELPHIA, PENNSYLVANIA

C. J. STOVER, OWNER

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Greetings to the Industry

With, as we hope, the worst of the struggle for recovery behind us, I extend to the Asbestos Industry best wishes for a more prosperous year in 1935.

Without forecasting, it is possible for us to feel optimistic and to believe that our industry will progress, step by step, to better things.

G. D. Crabbs, President,
The Philip Carey Manufacturing Company.

Our greetings to the Asbestos Shingle manufacturers in the country who have so cordially welcomed us into their fold, is one of appreciation of fellowship and a very definite regard for the high ideals and standard of doing business which is so apparent in this Industry.

As newcomers we have endeavored to survey the field from the standpoint of a roofing manufacturer selling a competitive material, and we are especially impressed with the possibilities of the siding field in the Asbestos Shingle Industry.

We note with considerable pleasure that the progress of the Industry in this direction has been outstanding in the last few years, and we sincerely believe that through the spirit of cooperation this field as well as the roofing field generally can be greatly expanded during the next few years when the outlook in the remodeling and new home field is so encouraging.

Tom Lehon, President,
The Lehon Company.

The balance of probabilities indicates that 1935 will bring an increased demand for the products of our Industry. This conclusion arises not only from factors contributing to a natural recovery of business, but, equally important, to the determined effort on the part of the United States Government, as evidenced by expenditures, that building shall increase appreciably in 1935 over the depression years. To those of our Industry,

benefits should be realized because of the effect of increased building on all other lines of activity.

Whether or not our Industry will profit through such increased activity will probably depend to a large measure on the cooperation among its members. Fortunately through the constructive efforts of the Code Authority, divisional organizations and the members themselves, our Industry has the background for forging ahead. If all of us enter 1935 with the intent to cooperate to the best interests of the Industry, our efforts should be rewarded with profitable operations.

Philip A. Meyer, Treasurer,
Sall Mountain Company.

I think one of the outstanding expressions one could make about the Asbestos Industry during the past year is on the splendid work on the part of the Code Authority in shaping the plan for the Industry in connection with the Federal regulations as set up for our Industry.

I am of the opinion that they have laid a solid foundation which will last long after the NRA is taken from our picture and it is gratifying to know that the Asbestos Industry is fortunate enough to have connected with it men of such willingness and ability.

A. K. Burgstresser, President,
Norristown Magnesia & Asbestos Company.

The Dorn Company, manufacturers of Corrugated Asbestos exclusively, extends its greetings and best wishes for the New Year to the Asbestos Industry and Trade.

Rene Dorn, Vice President and General Manager,
R. J. Dorn Company, Inc.

It affords us a great deal of pleasure to extend through the columns of "ASBESTOS" our cordial greetings to our customers and friends throughout the world.

May 1935 bring greater happiness, satisfaction and prosperity to you all and be the year looked back to as

the one in which a real revival in the Asbestos Industry took place.

J. E. Triganne, Sales Manager,
Asbestos Corporation Limited.

The Asbestos Industry has completed the first full year of its new organized existence and it is my belief that a great deal of progress has been made towards th solution of some of its many problems, with a resulting im provement in stability which has been reflected in greate employment among its people and in better opportuni ties for a fair return on the investment of stockholders.

As one of the durable goods industries, continued improvement in the Asbestos Industry depends in great measure for its future stability and growth upon the many efforts on the part of our Government to stimulate those industries. The Asbestos Industry has felt particularly the beneficial effects of the Government's efforts t stimulate building and as the Federal Housing Adminis tration enters its second six months of operation, this important stimulant for the building industries should reflect even more favorably on the progress of our Asbestos Industry in 1935.

May I urge continued patience and wholesome cooperation in our approach to the many new problems which 1935 will present.

To every member of our Industry I wish a Happy and Successful New Year.

Lewis H. Brown, President,
Johns-Manville Corporation.

To all those Miners, Manufacturers and Affiliates, who have so manfully supported this Industry thru the past few tough years — Salute!

To the very few parasites who whine and take but never cheer and give — Sympathy!

C. J. Stover,
Publisher.

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I gladly take the opportunity of accepting your invitation to send a message to the readers of your valuable journal.

The Cape Asbestos Company has many friends in all parts of the world (especially perhaps the United States and Canada) and I cordially extend to all of them my heartiest good wishes for every prosperity during the coming year.

Progress, this last year, though not so great as one could wish, has been definite; and I am confident that 1935 will see a decided expansion of our ever growing Industry to the benefit of all concerned. Confidence is half the battle, anyway.

The only good thing that looks "blue" is our Asbestos!

Giles Newton, Managing Director,
The Cape Asbestos Company, Limited.

The year 1934 is closing, and I feel that the entire Asbestos Industry owes "ASBESTOS" a vote of thanks for keeping us up-to-date on what has been going on in the asbestos world throughout the year. You have done a good job and are deserving of the greatest credit.

This Company wishes you Health and Prosperity for the coming year.

A. S. Blagden, President,
Keasbey & Mattison Company.

Code Authority Elects Sixth Member

The Code Authority of the Asbestos Industry at its recent meeting elected Lewis H. Brown, President Johns-Manville Corporation, as its sixth member. Mr. Brown was at the same time elected Chairman of the Code Authority and George D. Crabbs, President Philip Carey Mfg. Company, Vice Chairman.

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G-E Asbestos Types of Cable

In their new publication "Industrial Cable" a companion to "How to Select Insulated Cable" (mentioned on page 10 of July "ASBESTOS") General Electric Company devotes thirteen pages to Asbestos Types of Cable and gives the following general information on the subject:

"After many years of constant experimental work and research, General Electric engineers invented and perfected a way to treat asbestos, mined from a few localities in the world, which makes it suitable for electrical insulation. After the asbestos fiber has passed thru the refining process, it is inspected and tested with extreme care, to make sure that it will meet G-E's exacting requirements, before it is put into process.

"It is General Electric's unique process of applying the asbestos fiber that prevents the principal enemy of asbestos, moisture, from destroying the insulation while it is being applied and after it is in place. It is the only process that suspends the asbestos in a dry atmosphere while spinning the fibers completely around the conductors, and, at the same time, seals the insulating wall instantly.

"The result is a solid, flexible, flame-resisting and moistureproof tube of intertangled, impregnated asbestos fibers, which cannot be unraveled or unwound, but which can be removed or "stripped" from the conductors with utmost ease. There are no interstices or openings in this firmly compressed insulating wall. It will resist heat, flame, moisture, and gas fumes, and for these reasons will retain its flexibility and other properties longer than any other type of insulation under severe operating conditions.

"Within the limits of recommendations made for each class of asbestos-insulated wire and cable, if properly installed in electric apparatus, or where it is a part of any electric circuit, it will operate continuously under conditions too severe for other insulations and should never need replacing.

"General Electric, the pioneer of asbestos insulations, for a great many years has led the industry in production of this material for 600 volts working pressure and less.

"So great were the demands for asbestos insulation

Let us add our 60 years' experience to yours

K&M

FOR more than sixty years, Keasbey & Mattison Company have been producing asbestos products of all kinds—accumulating a background of experience that is at the service of asbestos buyers everywhere.

Control of product quality begins with fiber from our Bell Asbestos Mines and does not end until K. & M. products prove satisfactory in the hands of K. & M. customers.

For the convenience of customers, K. & M. District Offices are located in all metropolitan areas.

There are a few territories open for desirable Distributors or Approved Contractors. Why not get in touch with us?

KEASBEY & MATTISON COMPANY
AMBLER, PA.

Sole Distributors in U. S. A. for Ferodo Products

designed for higher working voltages that General Electric engineers recommended asbestos insulation with a varnished-cloth insert sealed between two walls of felted asbestos. Cable with this insulation construction is now made for working voltages up to and including 7500 volts. Due to the operating temperature limits of regular varnished cloth (250 deg. F.) G-E engineers recommend a Glyptal-coated cloth insert where operating temperatures exceed 250 deg. F. This insulating material will withstand an operating temperature of 400 deg. F. indefinitely. Thus we can supply a cable for operating voltages up to and including 7500 volts which will withstand as much continuous heat as our 600-volt cable insulated with felted asbestos (400 deg. F.) Thus there are now two types of insulation-felted asbestos and felted asbestos with an insert of high-dielectric-strength material.

"All General Electric wire and cable insulated with felted asbestos will retain its flexibility and other properties and operate satisfactorily and permanently in temperatures up to and including 400 deg. F.

"All General Electric wire and cable insulated with felted asbestos and varnished-cloth insert will retain its flexibility and other properties and operate satisfactorily and permanently in temperatures up to and including 250 deg. F.

"All General Electric wire and cable insulated with felted asbestos and Glyptal-coated cloth insert will retain its flexibility and other properties and operate satisfactorily and permanently in temperatures up to and including 400 deg. F.

"General Electric asbestos and asbestos-varnished-cambric wire and cable has, for a great many years, filled a long-felt want where a heat-resisting insulation was desired. Constant research by our Engineering staff results in continuous improvement of the product, so that it is being specified more and more by engineers who desire a permanent insulation.

Specifications and much other information on individual types of asbestos insulated cable are also given.

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Canadian Crude
Canadian Spinning Fibre
Canadian Shingle Fibre
Cyprus Asbestos
Italian Crude
Russian Crude
Rhodesian Crude
South African Blue Crude
South African Yellow Crude

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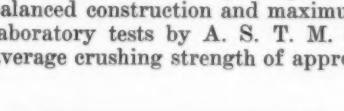
Ric-wiL Introduces New Super-Strength Tile Conduit

A new design Tile Conduit called Super-Strength has just been put on the market by The Ric-wiL Company, Cleveland, Ohio, manufacturers of Conduit Systems for underground steam lines.

This new type is designed for use under highways or other heavy traffic conditions and is offered as a virtually traffic-proof conduit for all conditions except railway traffic.

The tile sections of conduit feature extra heavy walls with special reinforcing at top, bottom and sides, producing balanced construction and maximum strength. Exhaustive laboratory tests by A. S. T. M. 3-point method show an average crushing strength of approximately 3000 x per foot



Ric-wiL's
Super-Strength
Tile Conduit

diameter per lineal foot. Sixteen inch size actually averages 4353 pounds. These tests indicate sufficient strength to support a concentrated *static 6-ton traffic load per wheel* under actual installation conditions. Thus any reasonable specifications on traffic load resistance can be met, regardless of conduit sizes.

These new Super-strength sections come in 2 foot lengths for all diameters except 26 inch, which is 2 feet 6 inches in length. Regular features of the Ric-wiL System

are of course maintained in this new design, including special Base Drain, Loc-liP Side Joint, External Pipe Supports and interlocking construction thruout. Different types of insulation are optional in this system, and it is also easy for the pipe covering contractor to furnish and apply any insulation of his own preference.

An important characteristic of Ric-wiL Super-Strength Conduit, to which the makers call attention, is the fact that it eliminates the necessity for expensive special concrete construction. Illustrated literature on the Super-Strength Conduit may be had by application to The Ric-wiL Company.

Preliminary Facts and Figures of the Automobile Industry for 1934

Preliminary facts and figures for 1934 have recently been published by the Automobile Manufacturers Association and can be obtained from that organization's headquarters at 366 Madison Avenue, New York City.

A few of the figures are: Cars and trucks produced in the United States and Canada during 1934 totalled 2,885,000; a percentage increase over 1933 of 45%. 24,840,000 motor vehicles were registered in the United States during the year which is 72% of the world registration, the figure for world registration being 34,600,000; 14,490,000,000 gallons of gasoline were used by motor vehicles in the United States during the year with a total value, including taxes, of $2,730,000,000.

Many other figures are given in this interesting report which we will be glad to lend to anyone interested.

WANTED

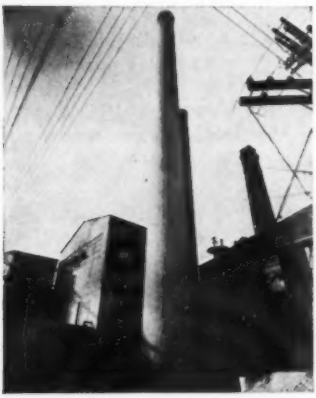
An experienced foreman in the manufacturing of pipe covering and allied products. Apply Box 1C-C, "ASBESTOS", 16th Floor, Inquirer Building, Philadelphia.

Thermoid's New Power Unit

The New Deal and its promised industrial expansion have been materially symbolized by the Thermoid Rubber Company with their erection of a new power unit.

This consists of two new boilers, each having a normal capacity of 300 horse power and a maximum capacity of 750 H. P. The stack which accommodates the new units towers above the ground 160 feet, and is 11 feet 10 inches in diameter at the base.

An idea of the scale on which the new stack has been



The Stack of Thermoid's New Power Unit

erected can be derived from the fact that it exerts a pressure on the ground of 2½ tons per square foot. It will accommodate 1,800 h. p., this provision being made so that another 600 h. p. unit can be installed at some later date.

To provide for the constant boiler pressure of 150 pounds which the new equipment will maintain, the overhead coal handling system has been entirely electrified.

With the new equipment, the efficiency of the company's boiler plant of 8 boilers has been increased 22-2/10%. A greater amount of drier steam can now be supplied to the presses and other machinery thruout the entire plant than ever before in the company's his-

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tory, which will naturally mean that production and products alike will profit.

It is very encouraging to learn of expansion on such a large and, it should be added, expensive scale, when the hue and cry is "Retrench."

G. D. Crabbs Elected Counsellor to Durable Goods Committee

The Durable Goods Committee has requested that the various Durable Goods Industries select "Counsellors" to contact the Committee on all questions affecting that particular industry.

The Asbestos Industry has selected as its Counsellor or contact man, Geo. D. Crabbs, President of the Philip Carey Manufacturing Company, Lockland, Cincinnati, O.

Mr. Crabbs is widely known in the Asbestos Industry, is thoroly respected and is well qualified by experience and public service to perform this function for the Asbestos Industry.

At present he is actively interested in the following: The Cincinnati Railroad Terminal Development Company of which he is President; Vice President and Director of the Cincinnati Union Terminal Company; Director of The Procter & Gamble Company, Federal Reserve Bank of Cleveland, Cincinnati, New Orleans & Texas Pacific Railway Company, Cincinnati Gas & Electric Company, Cincinnati Street Railway Company, Chairman of the Board of the Philip Carey Company, President of the Philip Carey Mfg. Company and Director and Honorary Member of the Cincinnati Community Chest.

The Asbestos Industry is to be congratulated on its success in securing the services of Mr. Crabbs for the post mentioned.

"What the Industry needs is more sincere effort on the part of the manufacturers to correct some of the evils that exist, and one's sincerity in attempting to work out such a knotty problem is unselfish devotion to it in sacrificing time and effort," says a correspondent. That's a good motto to keep before us during 1935.

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Keasbey and Mattison Add Two Men to Their Friction Material Staff

Keasbey & Mattison Company in their program of expansion in the friction field have added to their headquarters sales staff, W. C. Dodge, Jr.

His appointment as Field Sales Supervisor of friction materials will enable the Company to give more competent, experienced sales service than ever before.

W. C. DODGE, JR.

Mr. Dodge has had wide and varied experience in the sale and manufacture of asbestos and allied products, of which brake lining and clutch facings have been a major part.

Starting early in life he chose the asbestos textile industry as his work. He is not a newcomer to the Keasbey & Mattison Company for in 1909 he was a member of their New York district sales force, later being transferred to an affiliated company in Canada. In 1916 Mr. Dodge joined the Atlas Asbestos Company, Ltd., of Montreal and in 1919 returned to the United States and assisted in the organization of the Argus Asbestos Company of Port Chester, N. Y. This company later changed its name to Ferodo & Asbestos, Inc., moving to New Brunswick, N. J. Mr. Dodge remained with the Company as Director and Vice President until their affiliation with Keasbey & Mattison Company.

A. C. Teetsel has recently been appointed Director of Research of Friction Materials for the Keasbey & Mattison Company. His experience in the Automotive friction field is wide and varied. Entering this, his chosen

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field of work in 1912, he has held various positions in the Automotive industries that qualify him as an expert on friction materials.

Mr. Teetsel, starting as a garage mechanic, learned all the intricacies of brake mechanism. In successive stages his work led him to a position of operating manager of a large truck fleet. From this to mechanical supervisor of a subsidiary of General Motors operating 2200 cars in and around New York City. This practical training was augmented further when Mr. Teetsel became Manager of the first super brake station in the East.

A. C. TEETSEL

For the past several years he has been associated with the Russell Manufacturing Company of Middletown, Conn., in the capacity of manager of their physical testing laboratory. His duties in this capacity were the development of friction materials, supervision of test installations and actual road testing materials developed under his supervision.

Keasbey & Mattison Company is glad to announce this strengthening of its organization.

A series of open hearings has been announced by S. Clay Williams, Chairman of the National Industrial Recovery Board, the first one having been held on January 9th covering the subject of price fixing and price control. Other hearings will be announced later on the operation of various major code provisions and the advisability of amendment or continuation.

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MARKET CONDITIONS

General Business.

The general tone seems to be more optimistic. Retail buying thruout the holiday season has been reported in some sections as better in 1934 than for several recent years.

Volume of electrical manufacturing business during 1934 was 30% better than in 1933 while consumption of electricity was approximately 7% greater than in 1933 and almost equalled the maximum consumption in the years 1929 and 1930.

Automobile production was much higher in 1934 than in 1933.

Building—outlook most hopeful because of the decided interest shown in the Better Housing Campaign.

These are a few of the promising factors

The comment of the National City Bank Letter (January) is of interest:

"The turn for the better in trade and industry during the past two or three months has had a plainly heartening effect upon expectations for 1935. To be sure, business sentiment naturally improves when trade improves, and as readily declines when trade declines; and the fact that sentiment is better is no assurance as to how long the trade improvement will last. However, the upward trend has been gaining momentum; and on the basis of orders on hand in some industries, seasonal prospects in others, and the reduction of merchandise stocks due to good Christmas trade, it seems likely to extend at least into Spring."

Asbestos. Raw Material.

There is no material change in prices of raw asbestos, neither is there any likelihood of any important change during the coming year. Asbestos producing mines are not increasing their output to any extent.

As prices are stabilized by practically all producers, material is not produced where it cannot be sold to fill actual business offered. The only increase in production

The new Super-Strength Tile Conduit here illustrated is certified for high supporting strength under heavy traffic. It saves the expense of concrete construction. Note the extra heavy walls of these sections—also the special reinforcing at top, bottom, and sides, giving balanced construction and maximum strength.

How RIC-WIL Helps You Build Business

Ric-wiL offers you a complete, expertly engineered system for the protection and insulation of underground pipes, which you can use with *any* pipe covering you prefer. The efficient Base Drain and the Loc-liP Side Joints insure a properly drained, water-tight construction that keeps the pipe covering dry. Many contractors hold down costs by use of loose insulation packed around pipes. With varied Ric-wiL types you can meet *any* specification, and your co-operation with a responsible conduit manufacturer protects you and gives you freedom of choice as to insulation. We furnish complete installation instructions and, if desired, engineering supervision. Write for Bulletin 32.

The Ric-wiL Company, 1562 Union Trust Bldg., Cleveland
New York San Francisco Chicago
Agents in principal cities

REG. U. S. PAT. OFF.

RIC-WIL

CONDUIT SYSTEMS FOR UNDERGROUND STEAM PIPES

to any great extent has been in Russia The exports of Russia for the year 1934 are said to be the largest in its history, approximately 36,000 tons of all grades having been exported, according to latest advices.

Asbestos. Manufactured Asbestos Goods.

Textiles. There is very little change in this market from month to month, either in volume or in prices. The outlook for the next few months is also unchanged, the textile market reacting very slowly to improvement in general business.

Insulation. High Pressure. Volume in this line is just about holding its own as compared with the past two years. Prices are firm. New building is still necessary to normal activity in coverings and other building materials.

Insulation. Low Pressure. While demand always falls off in this market during December decline this year was less marked than last. The outlook for 1935 is said to be decidedly encouraging. Prices are fairly firm.

Paper and Millboard. The market situation in this line appears to be about the same as reported for low pressure insulation.

Asbestos Cement Products. Sales of asbestos cement shingles for 1934 showed very satisfactory increase over recent years due largely to the progress made in developing special asbestos shingles for re-siding work. Undoubtedly the outlook for asbestos cement shingles is very encouraging and all manufacturers are looking forward to further progress in 1935. Industry sales during December and early January are at the usual low point due to normal seasonal decline altho the demand is much better than at this time a year ago.

Satisfactory progress has also been made in the sales of other asbestos cement products such as corrugated and flat sheets used largely in industrial work.

The development of new types of asbestos cement wallboards is also increasing the sale of this type of product.

The above represent the opinions of men in the Industry who are closely in touch with the various markets. We welcome comments of this sort at all times.

CONTRACTORS AND DISTRIBUTORS PAGE

THE STORY OF THE TWO PLUMBERS

Up in the State of New York, in a medium sized town, there were two plumbers, who like all plumbers, had been rather badly hit by the depression. No business, inability to collect back bills, in debt several thousands of dollars, doing any odd job they could get but even then they and their families becoming really destitute.

They were disheartened, discouraged and decidedly up against it.

Then the Federal Housing Act was passed and the Better Housing Campaign started.

Among the firms to whom these plumbers owed money, and quite a considerable sum of money, was a jobber of the wideawake type. This jobber immediately saw possibilities in the Better Housing Campaign, and decided that perhaps he could best boost his own business by helping others out of a jam.

He got in touch with the plumbers mentioned, outlined his plan—a Better Housing plan—and they all went to work. They knew that quite a number of people in the town were in position to spend money if they could only be induced to spend it—besides there was the Federal Housing Act by which they could borrow it.

We can't give you all the details because we don't know them, but we do know the results. Within a very few months—the Better Housing Campaign has not been in existence very long itself—the two plumbers not only had plenty of work, but they had paid every cent they owed, not only to the jobber but to other creditors, and had money in their bank accounts as well.

This story is a true one, vouched for by one of the manufacturers of insulation materials, who was so impressed by the quick results obtained, results that could

be traced directly to the Better Housing Campaign, that he passed the story along to "ASBESTOS."

The story can probably be duplicated hundreds of times thruout the United States. It may take a lot of time and thought and a wideawake, aggressive type of person to put over such a plan, but the end is surely worth the effort.

We will be glad to print a series of such stories if our readers will send them in. What has been done in your town?

NATIONAL PUBLIC HOUSING CONFERENCE

A cordial invitation is extended to all who are interested in *public housing*—official and lay groups alike, to attend the second national conference of the National Public Housing Conference, to be held at the Hotel Willard, Washington, D. C., January 18 and 19.

Information as to the program, etc., may be obtained at the office of the N. P. H. C., 112 E. 19th St., New York City.

BUILDING

The construction award figures for November exhibited a decline both as contrasted with data for October and with the figures for November of last year according to F. W. Dodge Corporation. Losses from the previous month were noted in each of the four principal classes of construction: about 9 million dollars in public works; 4-1/2 million in non-residential buildings; 4 million in public utilities, and more than 6 million in residential buildings.

This loss in residential building is the more discouraging because it occurred in that phase of construction where FHA aid has been chiefly centered.

The November construction contract total, all classes, amounting to $111,740,800 in the 37 eastern states, was more than 30% behind the volume of $162,340,600 reported for November 1933, and compares with $135,224,800 for October of this year.

For the elapsed eleven months of 1934 contracts for construction, all types, totaled $1,450,426,900 in the 37

states as compared with $1,048,498,900 for the corresponding months of 1933.

It must be remembered that the contract figures include both new and alteration projects. It is of interest, therefore, to note that on the side of residential building the entire gain in contracts thus far reported for 1934 was due to alterations.

The American Society for Testing Materials will hold its 1935 Regional Meeting on March 6th, in Philadelphia, while the 1935 Group Meetings of Committees will be held March 4 to 8 inclusive in Philadelphia.

The 38th Annual Meeting of the Society will be held June 24th thru 28th, Book-Cadillac Hotel, Detroit, Mich., with the exhibit of testing apparatus and related equipment concurrent with the annual meeting.

The 41st Annual Meeting of the American Society of Heating & Ventilating Engineers will be held on January 28, 29 and 30, at the Hotel Statler, Buffalo, N. Y. Anyone interested can look over the program at the office of "ASBESTOS" or borrow it if they like.

High-Grade Asbestos Textiles

CARDED FIBRES
YARNS, CORD, MANTLE YARNS
PLAIN AND METALLIC CLOTHS
BRAIDED AND WOVEN TAPES
BRAIDED TUBINGS
WOVEN SHEET PACKINGS
WOVEN BRAKE LININGS
GLOVES, MITTENS, LEGGINS
GASKETS, SEAMLESS AND JOINTED
PACKINGS, STEM AND HIGH PRESSURE
WICK AND ROPE

ASBESTOS FIBRE SPINNING COMPANY
NORTH WALES, — PENNA.

Little Lessons in Selling

BE EXPERT IN "UNEXPECTED" SERVICE

By John T. Bartlett

The unexpected service as a salesmanship device of highest rating, requires our consideration. Some of the greatest selling careers have been based on it. It is psychology which every good salesman should studiously learn to use.

One very effective form of unexpected service is the unselfish explanation of an economy. The salesman, instead of profiting by the prospect's lack of knowledge, actually makes a sale to him below a sum which could have been secured. The salesman, out of his understanding of the buyer's needs, shows how the latter can save money.

The order turned in is less than it might have been, but this salesman has cheaply bought good will which may assure a great deal of future business.

We think of a salesman who, early in his business career, was a collector—and an exceptionally good one. As a salesman, he has built up a splendid following thru the friendly help on credits and collections that he has given to many small business men.

Confided a salesman, "I like to learn of new management plans a customer is considering; or phases of his business which are in an unsatisfactory condition. I make it a point to read trade publications carefully and whenever I find information in this or some other way (as in personal contacts) which should help a customer, I see that the data gets to him. I want to tell you that customers appreciate unexpected service of this sort!"

You get the idea. Ingenuity and originality in discovering ways to help prospect or customer usually will result in larger sales.

In the Market for Large or Small Quantities of
Metallic Yarn Waste—Asbestos Textile Waste—Scrap Cloth
Yarn Cuttings — Loom Sweepings — Cardroom Strippings
NEWARK WASTE CO.
47-49-51 Adams Street NEWARK, N. J.

Therm-O-Tile A New Steam Conduit System

Patent No. 1,987,517 has just been allowed H. W. Porter and W. C. Boren, Jr., on a new conduit system for the insulation of underground steam pipes. The patent will be published during January by the Patent Office.

An exclusive license for the sale of this Conduit System has been given to H. W. Porter & Co., insulation engineers and contractors of Newark, N. J., who have been marketing it for the past year.

Information concerning this conduit system and its merits can be obtained by addressing H. W. Porter & Company at their Newark, N. J., address, 825 Frelinghuysen Avenue.

AUTOMOBILE PRODUCTION

Production of Automobiles in the United States and Canada during November 1934 totalled 80,112, compared with 62,974 in November 1933, and 136,271 in October 1934.

Production for eleven elapsed months in 1934 was 2,709,660 compared with 1,902,154 for the same period in 1933, and 1,322,002 in 1932.

A new wrinkle in merchandising Brake Lining, designed to best solve the independent service station problem of giving adequate brake service has been developed by the Thermoid Rubber Company. They have recently designed, tested and approved a drilling, countersinking, riveting machine, which will sell at an exceptionally nominal price as part of a deal comprised of the machine itself accompanied by three rolls and five sets of Brake Lining and a Brake Service Manual. Excellent results are developing from this attractive outfit.

ASBESTOS

PRODUCTION STATISTICS

Africa (Rhodesia)

	October 1934 Tons (2000 lbs.)	Value		
Bulawayo District				
Croft (Afr. Asb. Mng. Co. Ltd.)	15.40	£ 192	10	....
Nil Desperandum (Afr. Asb. Mng. Co. Ltd.)	168.50	2,107	10	....
Pangani (Est.) J. S. Hancock (decd.) July/Oct.	38.44	451	12	11
Victoria District				
Shabani (Rho. & Gen. Asb. Corp.)	1,381.73	17,271	11	3
D. S. O. (Mashaba Rho. Asb. Co. Ltd.)	10.00	120	....	....
Gath's & King (Rho. & Gen. Asb. Corp. Ltd.)	280.35	3,504	7	6
	1,894.52	£23,647	11	8
October 1933.....	*1,684.16*	*£140,283*	*6*	*4*

Canada.

(Statistics published by Bureau of Mines, Province of Quebec)

	November 1933 Tons (2000 lbs.)	November 1934 Tons (2000 lbs.)
Fibre	20,463	20,240
By-Products	62	314

Preliminary Estimate of Canada's Asbestos Production during the year 1934, as published by the Dominion Bureau of Statistics, Ottawa, under date of December 29th, 1934, is 160,056 tons of 2000 lbs., valued at $4,927,000, compared with 158,367 tons valued at $5,211,177 in 1933.

Rusco Expands Clutch Line

The Russell Manufacturing Company of Middletown, Conn., has acquired by outright purchase the Clutch Plate and Clutch Service Parts Division of the Burgess-Norton Manufacturing Company, Geneva, Illinois, and will continue the manufacture, sale and merchandising of the Burgess-Norton Clutch line, merged with the present Russell line of Clutch Plates. This change was effective January 12, after which time all Burgess-Norton customers will receive clutch service from the nearest Rusco warehouse.

H. R. Krieter, Clutch Engineer and Specialist of the Burgess-Norton Manufacturing Company, will fill a similar position with the Russell Manufacturing Company.

IMPORTS AND EXPORTS

Imports into U. S. A.

(Figures published by U. S. Dept. of Commerce)

Unmanufactured Asbestos.

	Oct. 1933 Tons (2240 lbs.)	Oct. 1934 Tons (2240 lbs.)
Africa (Br. S.)	.....	154
Africa (Egypt)	.....	89
Canada	13,299	10,379
Cyprus, Malta & Gozo	125	185
Italy	.....	1
Soviet Russia	400	511
United Kingdom	.....	7
Venezuela	10	..
	13,834	11,326
Tabulation of Crudes and Fibres:		
Crude (Br. S. Africa)	....	154
Crude (Canada)	99	165
Crude (Italy)	....	1
Crude (United Kingdom)	....	7
Mill Fibre (Canada)	5,643	2,996
Lower Grades (Africa-Egypt)	.....	89
Lower Grades (Canada)	7,557	7,218
Lower Grades (Cyprus, Malta & Gozo)	125	185
Lower Grades (Soviet Russia)	400	511
Lower Grades (Venezuela)	10	.....
	13,834	11,326
Value of Unmanufactured Asbestos	*$463,824*	*$323,829*

Manufactured Asbestos Goods:

	Oct. 1933 Value	Oct. 1934 Value
Austria	.....	$ 114
Belgium	.....	1,513
Canada	$1,246	5
Germany	1,607	2,760
Hungary	99	.....
United Kingdom	2,375	936
	$5,327	$5,328

ASBESTOS

Exports from U. S. A.

Exports of unmanufactured asbestos during October 1934 totalled 98 tons valued at $6,244; compared with 178 tons, valued at $10,978 during October 1933.

Exports of Manufactured Asbestos Goods:

	October 1933		October 1934	
	Pounds	Value	Pounds	Value
Paper, Mlbd. and Rlbd.	124,559	$ 9,100	101,899	$ 9,067
Pipe Covering and Cement	66,670	2,675	316,609	14,860
Textiles, Yarn and Pkg.	116,284	50,667	121,905	58,153
Brake Lining—				
Not Molded	134,349[1]	21,109	172,065[1]	26,540
Molded and Semi-molded	.....	57,760	.....	52,936
Magnesia and Mfrs. of	99,501	7,874	193,087	11,823
Asbestos Roofing	2,606[2]	14,484	2,630[2]	8,525
Other Manufactures	128,502	9,365	213,735	13,210

[1]Lin. Ft. [2]Sqs.

Exports of Raw Asbestos from Canada.

	November 1933		November 1934	
	Tons	Value	Tons	Value
United Kingdom	1,256	$ 71,965	1,668	$110,382
United States	5,317	272,184	4,017	181,905
Australia	40	2,000	146	7,210
Belgium	1,181	66,682	575	30,975
France	232	13,362	921	49,807
Germany	414	29,870	360	35,744
Italy	1,179	64,548	313	32,350
Japan	485	21,208	712	25,162
Netherlands	.....	.....	108	10,160
Poland	.....	.....	33	1,279
Sweden	1	11	....	.....
	10,105	$541,830	8,853	$484,974
Sand and Waste—				
United Kingdom	709	13,728	714	15,233
United States	5,804	73,988	8,111	106,961
Australia	2	45	180	2,700
Belgium	148	2,436	120	3,130
France	64	1,266	200	3,600
Germany	153	2,835	.....	.....
Italy	.....	.....	156	3,522
Japan	.....	.....	110	1,530
Poland	.....	.....	30	690
Puerto Rico	.....	.....	30	297
	6,880	$94,298	9,651	$137,663
	16,985	*$636,128*	*18,504*	*$622,637*

Imports and Exports by England

Note: Detailed figures (sub-divided by countries) of imports of raw materials for October were not available at the time of publishing December "ASBESTOS", therefore are given below:

Imports of Raw Materials:

	October 1933		October 1934	
	Tons (2240 lbs.)	Value	Tons (2240 lbs.)	Value
From Africa (Rhodesia)	314	£ 7,946	1,099	£27,080
From Africa (Union of S.)..	557	10,712	243	4,771
From Australia	.....	10	16	235
From Canada	927	18,374	839	15,355
From Cyprus	203	3,565	.....	.....
From Finland	10	70	12	74
From Italy	.....	.....	17	237
From Irish Free State	17	25	.....	.....
From Soviet Russia	223	3,811	82	1,578
From U. S. of America	.....	.....	54	778
	2,251	£44,513	2,362	£50,108

More adequate and current information will soon be available to American business men because of a reorganization of the Marketing Research and Service Division of the U. S. Bureau of Foreign and Domestic Commerce.

The improved service is for the benefit of retailers, wholesalers, manufacturers and all other agencies engaged in the distribution of commodities. The actual reorganization is based on the recommendations of the recent report of the Committee on the Elimination of Waste in Distribution of the Business Advisory and Planning Council.

New indexes of retail sales are being developed which will be representative of country-wide conditions, and which are expected, when completed to afford for the first time a dependable current measure of total consumer expenditure at retail in the United States. As soon as practicable companion indexes for the wholesale trade will be developed.

The division also plans to expand its studies of marketing procedure, and will make available more frequently than hitherto reports on marketing methods of representative agencies in the field of manufacturing and merchandising.

NEWS OF THE INDUSTRY

Birthdays. Our birthday list this month contains the following names: Henry W. Grebe, President, Central Asbestos & Magnesia Co., Chicago, Ill., whose birthday falls on January 21st; G. D. Crabbs, President, Philip Carey Manufacturing Company, Chicago, Ill., January 22nd; H. A. Hirschfeld, President, Standard Asbestos, Inc., New York City, February 11th; Willard R. Platt, President and Secretary, Greene, Tweed & Co., New York City, February 11th; Lewis H. Brown, President, Johns-Manville Corporation, New York City, February 13th; R. V. Aycock, President, R. V. Aycock Co., Kansas City, Mo., February 15th. To all these gentlemen, we extend congratulations and best wishes.

Atlas Asbestos Company. J. C. Johnston, President of the Atlas Asbestos Company, recently entertained the employees of the company, their families and friends and a few invited guests, giving them a most enjoyable evening. About one hundred people were present in all and the entertainment was held in the large, new office building adjoining the Atlas plant on East Walnut Street, North Wales, Pa. A moving picture of Mr. Johnston's trip thru England, Scotland, Ireland and Wales last summer was the feature of the evening, Mr. Johnston first giving a brief travel talk, explaining the points of interest. Afterwards an elaborate luncheon was served and a social time indulged in.

The Thermoid Company, whose factories and home offices are in Trenton, N. J., have recently completed a thoro study of production facilities and schedules. As a result of this survey, they have instituted a new organizational feature to further improve their service to customers.

One man, long associated with the production and ordering procedure, has been appointed to the important task of stock control, while a new man has been added in the capacity of traffic manager. These personnel changes are operating to speed up and facilitate the routing of all orders thru the factory to customers.

Turner & Newall, Ltd. We are informed that the directors of Turner & Newall, Ltd., have sanctioned large extensions to their Widnes asbestos-cement works. Since the beginning of 1934 the demand for asbestos-cement pressure pipes is said to have been such that the Everite factory has been unable to cope with it, and the existing factory accommodation is therefore to be doubled.

The Philip Carey Manufacturing Company. The Board of Directors has declared a quarterly dividend of one and one half per cent on the Preferred stock of the Philip Carey Manufacturing Company payable December 27, 1934, to shareholders of record as at the close of business December 20th, 1934.

The Cape Asbestos Co Limited

Morley House 26-30 Holborn Viaduct London E.C.1

Factory, Barking, Essex

BLUE ASBESTOS

The World's largest producers of Blue Crocidolite invite your inquiries on their "Cape" quality. Unexcelled for:-

TEXTILES & PACKINGS

Yarns, Cloths and Packings made from Blue Asbestos are Acid-Resisting, of great strength and stand high temperatures.

ASBESTOS-CEMENT

Blue Asbestos, with its natural affinity for cement, is the ideal material in all wet processes of Asbestos Cement Manufacture. It speeds production through quicker drying and its natural "roughness".

ELECTRIC WELDING

In the form of Yarn, fibre or powder Blue Asbestos is the ideal flux for electric arc Welding.

We are suppliers of blue yarns, cloths, millboard, rope and processed fibres.

AMOSITE

Amosite Fibre owing to its great length, bulkiness and cheapness is unexcelled alone or in combination with other fibres for:-

85% MAGNESIA INSULATION

Great success has been achieved with our latest specialty:-

100% AMOSITE INSULATION

AGENTS:

United States and Possessions
ARNOLD W. KOEHLER, Jr.
369 Lexington Ave., NEW YORK CITY
Telephone: Caledonia 5-4044

ASBESTOS

R. J. Dorn Company, Inc., New Orleans, La., has completed the installation of their Corrugated "ASBESTONE" Roofing and Siding on the entire seven million dollar plant of Mathieson Alkali Works at Lake Charles, La., under contract with Stone & Webster Engineering Corporation. This was one of the largest and most important corrugated jobs of the year—exceeding three thousand squares. The installation is said to be excellent in every respect and reflects real credit to the Industry.

"What is Insulation?" is the title of an article which appeared in the December 1934 issue of the Canadian Mining Journal. The article was written by Maj. E. H. J. Barber.

The Johns-Manville Corporation has leased for a long term the insulating board plant of the Oswego Board Corporation, a subsidiary of the St. Regis Paper Company, at Oswego, N. Y., it was announced recently. The plant is one of the largest of its kind in this country.

Johns-Manville has been the sole selling agent for the products of the Oswego plant since the latter was opened in 1928. The activity stimulated in the construction industries by the National Housing Act has made it advantageous for Johns-Manville to take over the plant altogether, it was stated.

The India Rubber Journal has published in recent numbers various articles on asbestos subjects, viz: Asbestos Sleeves and Washers in the November 24th issue; Asbestos for Etchers' Cupboards December 1st issue; Asbestos in Gas-Testing Apparatus, December 8th; Asbestos in Wire Testing Instruments, December 15th.

The Philip Carey Company announce that on January 1st, or about that date, production of Asbestos Cement Shingles, was begun by them at Portsmouth, N. H., to take care of the Eastern market. Shipments from that point will probably not be made before March 1st.

Western Asbestos Co. After January 1, 1935, the merger of Western Asbestos Magnesia Co. and Wayland Company Ltd., will operate under the name of Western Asbestos Co., according to recent announcement by Wm. F. Lane, President. Clarke E. Wayland has been elected Vice President of Western Asbestos Co. No changes in personnel will be made in combining the two organizations. Headquarters of the Western Asbestos Company are at 675 Townsend Street, San Francisco, Calif.

PATENTS

Brake Lining Compound. No. 1,980,221. Granted on November 13th to William Nanfeldt, Clifton, N. J., assignor to Worldbestos Corporation, Paterson, N. J. Application July 9, 1931. Serial No. 549,796.

Described as a brake lining impregnated with a fusible, resinous material comprising cresylic acid having a 90% boiling point in excess of 208 degs. C. and formaldehyde condensed together, there being between 1.7 and 6 times as much cresylic acid by weight as commercial 40% formaldehyde.

Friction Facing. No. 1,980,227. Granted on November 13th to Daniel Repony, Clifton, N. J., assignor to Raybestos-Manhattan, Inc., Passaic, N. J. Application December 22, 1933. Serial No. 703,600.

Described as a dried comminute molding composition comprising asbestos fibre and ground tire scrap in a minor proportion such that the product resulting from dry molding and vulcanizing is characterized by incomplete covering of the fibres by the rubber and a resulting porosity thruout the mass.

Method of Coloring Materials. No. 1,980,905. Granted on November 13th, to Henry Theodore Broderson, Pittsburg, Calif. Assignor to Johns-Manville Corporation, New York City. Application May 13, 1930. Serial No. 452,109.

Described as a method of coloring cementitious sheet materials containing water soluble alkaline constituents which comprises the step of treating the same after setting with a solution containing a decomposable compound of a material, the oxide or hydroxide of which is insoluble and of the desired color, subjecting the wet sheet to a high temperature to decompose said compound and form said oxide or hydroxide, subsequently drying and thereafter rinsing the thus treated surface.

Panel Board. No. 1,982,314. Granted on November 27th to John W. Ledeboer, Ambler, Pa., assignor to Keasbey & Mattison Co. Original application January 22, 1930. Serial No. 422,543. Divided and this application May 24, 1932. Serial No. 613,269.

Described as the process of forming an insulating board of Asbestos Cement comprising providing a set slab of at least as much asbestos as cement, surfacing said slab with plane porous surfaces by removing surface material without substantially compacting the slab at the surface and exposing loose ends of asbestos fibres, drying said slab to substantially remove the moisture, impregnating said slab thru machinery said porous surface with a mixture of asphalt and wax tailing, liquifying under heat and then resurfacing and refinishing the impregnated slab.

Treated Fibrous Material. No. 1,982,542. Granted on November 27th to William R. Seigle, Mamaroneck, N. Y., assignor to Johns-Manville Corporation, New York City. Application March 5, 1932. Serial No. 597,096.

Described as in making an intimate mixture of fibrous material of the type of asbestos and basic magnesium carbonate, the method which comprises soaking the fibrous material in a concentrated aqueous solution of magnesium bicarbonate to cause impregnation of the fibres at a temperature not substantially above 140° F. and then boiling the resulting mixture to precipitate basic magnesium carbonate within the fibrous material.

Flexible Molded Brake Lining. No. 1,983,464. Granted on December 4th, to William G. Kitchen. Philadelphia, assignor to

Allbestos Corporation, Philadelphia. Application February 23, 1932. Serial No. 594,644.

Described as method of producing non-blistering molded brake lining comprising molding and vulcanizing the brake lining and thereafter forming ventilating openings therein.

TRADE MARKS

This information is supplied by the National Trade Mark Co., Munsey Bldg., Washington, D. C., who will conduct free of charge an advance search on any trade mark our readers may contemplate adopting.

Grey-Rock Balanced Brakset. Serial No. 346,786. Raybestos-Manhattan, Inc., Passaic, N. J. For brake linings. Passed on December 11th.

All Weather. Serial No. 357,986. L. J. Miley Company, Chicago, Ill. For brake lining. Passed on December 25th.

Champion. Serial No. 357,988. L. J. Miley Company, Chicago, Ill. For brake lining. Passed on December 25th.

Premier. No. 357,990. L. J. Miley Co., Chicago, Ill. For brake lining. Passed on December 25th.

ASBESTOS STOCK QUOTATIONS

			December 1934		
	Par	Div.	Low	High	Last
Asbestos Corpn. (Com.) New V. T.	np	–	5⅝	9⅞	9⅞
Carey (Com.)	100	–	34¼	42	40½
Carey (Pfd.)	100	6	70	71	71
Certainteed (Com.)	np	–	5	6⅛	5⅞
Certainteed (Pfd.)	100	7	24½	31¼	29½
Garlock Packing (Com.)		–	23	25¾	25
Johns-Manville (Com.)	np	–	50½	55¼	54
Johns-Manville (Pfd.)	100	7	118	125	125
Raybestos-Manhattan (Com.)	np	60c	19¾	21¾	21¾
Ruberoid (Com.)	np	1	38½	44	39
Thermoid (Com.)	np	–	3¾	4¾	4¼
Thermoid (Pfd.)	100	7	26½	30½	29½

According to Foreign Trade Notes of December 27, 1934, published by the U. S. Dept. of Commerce, the asbestos products manufacturing industry has been added to the list of those industries which must obtain authorization from the government to construct or expand factories in Italy, according to Royal Decree No. 1764, published in the Ufficiale Gazetta of November 9, 1934.

THIS AND THAT

Reports have been appearing in various newspapers to the effect that hunters have discovered near Tijuana, Mexico, a deposit of asbestos said to be of good quality. No further information is available at the present writing.

"ASBESTOS" is deeply appreciative of the beautiful cabinet showing the various grades of asbestos fibre, received recently from Johnson's Company, Thetford Mines. The cabinet is not only convenient to show visitors the different grades of fibre but is quite an ornament to our office.

A somewhat unusual use for asbestos gloves was demonstrated when a monkey escaped from its cage in a bird and animal dealer's shop in Berlin and started to ramble around the shop. It upset the cages of white mice, guinea pigs and other animals. Firemen broke into the shop and caught the monkey before really serious harm was done; they donned asbestos gloves to protect themselves from being bitten by the monkey.

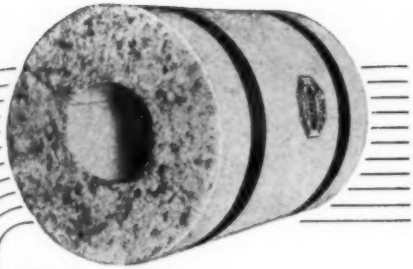
Mr. Blagden's word of commendation (page 6) is greatly appreciated by "ASBESTOS". His kindly comment makes us more determined than ever to do our very best to serve the Asbestos Industry.

Small samples of Synthetic Asbestos have just been received from the American Synthetic Asbestos Corporation, 16 W. 61st St., New York City, and can be examined by anyone interested, if they will call at the office of "ASBESTOS". The letter accompanying the samples states that the Synthetic Asbestos is made from *sand*.

Getting the breaks in this world is largely a matter of cracking them for one's self.

ASBESTOS INSULATION
● The Ruberoid-Watson Insulation Division, creators of Supercell, the new low pressure pipe covering, welcomes the opportunity to cope with your problems of controlling Btu's. *Headquarters,* 500 Fifth Avenue, New York, N.Y.
The RUBEROID Co.

FOR PIPES CARRYING STEAM UP TO 600° F.



85% Magnesia Has no Equal

Substitutions for 85% Magnesia Pipe and Block Insulation will be found to be less efficient and far more costly in the long run.

85% Magnesia Insulations, as made by Ehret, contain nothing but the finest of basic materials—pure hydrated, magnesium carbonate—the material which engineers agree is unsurpassed for heat insulating purposes, due to its myriad of dead air cells—and long, fibre asbestos, scientifically mixed and moulded under sufficient pressure to insure proper strength without distruction of dead air cells.

Being porous by nature, it is light in weight and will absorb many times its own weight in water—and dries out in operation without impairing its marvelous efficiency. If necessary, the material can be reclaimed by grinding into cement.

That's why Ehret recommends 85% Magnesia for temperatures from 100° to 600° F.—Nothing can equal its high efficiency.

Correspondence is invited from responsible distributors of insulating materials.

EHRET

- PACKINGS
- INSULATIONS
- REFRACTORIES
- ASBESTOS TEXTILES

MAGNESIA MFG. CO.

Executive Offices & Factories in

VALLEY FORGE PENNSYLVANIA

AIM FOR
1935
&
THE PROGRESS
of the
ASBESTOS INDUSTRY